

ADDENDUM #1
Request for Proposal
Market Validation and Financial
Feasibility Study: Destination Hotel
and Conference Center



TO: Prospective Bidders

FROM: Jennifer Simmons, Planning Director

RE: Addendum #1
Request for Proposal
Market Validation and Financial Feasibility Study: Destination Hotel and
Conference Center

DATE: May 2, 2013

The Town of Frederick has expanded the feasibility study to include a destination hotel and conference center. Where Conference and Community Center was originally referenced, please insert destination hotel and conference center in its place.

Specifically, **Amendment to Section 1**, Conference and Community Center Overview shall read as follows:

Currently, there are no hotels within the Town of Frederick. Existing hotel/motel facilities in the area are transient oriented and not focused on creating a destination. The Town is interested in determining whether a destination hotel and conference center is feasible. The study is critical for appropriate determination of whether a facility including a hotel, conference center, and destination center is viable. If it is viable, it will be important to know what size facility (number of rooms, size of conference center, size of destination attraction) will be economically feasible.

Amendment to Section 2, Work Elements shall read:

- A comprehensive market study, analyzing the current and future market demand for a new destination hotel and conference center.
- A detailed feasibility analysis of the market conditions for destination hotel and conference facilities in the Town of Frederick.
- Estimate the approximate number of rooms and conference center area the market can tolerate.
- Project the probable annual percentage occupancy of the lodging facility based on the appropriate size developed above.

- Based on the validation analysis, recommend the optimal footprint with suggested occupancy, the optimal number size, and type of pertinent facility components needed within the facility, food and beverage services necessary, and the optimal number and types of lodging rooms needed on the facility premises (i.e., square feet needed to support conferences, number of lodging rooms to accommodate the conferences and destination facilities, etc.). This will include overall recommended square footage of the facility, parking area(s), common area grounds immediately surrounding the facility.

Any question or comments related to this or the original RFP can be sent to my attention.